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LILAC NEWS

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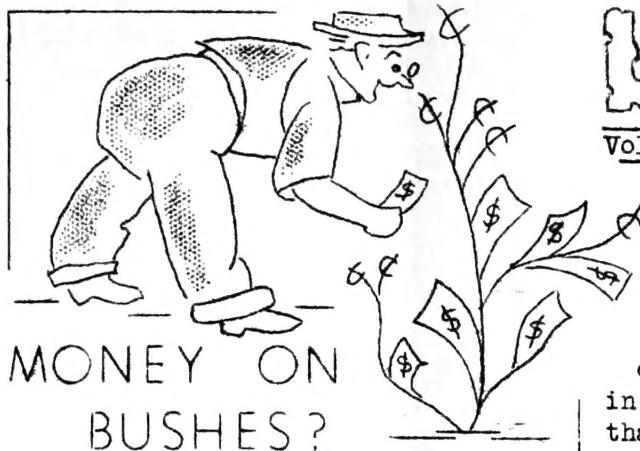
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THE KLAGER LILACS

Readers of FLOWER GROWER probably noticed the article on the eighty-four year old lilac breeder, Hulda Klager, appearing in the Nov. '48 issue. The fact was lamented that so few of Mrs. Klager's originations have ever reached lilac lovers.

We're glad to tell you that we've had one of Mrs. Klager's originals under observation for seven years, and find it well worth growing. It's KLAGER'S DARK PURPLE (also called "City of Gresham"). Blossoms are somewhat similar to those of Mrs. W.E. Marshall or Toussaint-Louverture; the dark color holds up well; bloom is both profuse and dependable. For rapid, vigorous growth it is outstanding; it makes a big, broad, specimen-type bush. Most red-purple lilacs grow slowly; some of them exasperatingly so; few ever get very tall. Of course this is desirable in many cases, particularly since many red-purples bloom well when quite small. However there are times when a gardener wants a larger bush -- and quickly. Klager's Dark Purple seems to be just about the only answer in the deep red-purple color range. We should have a very few small plants available this fall, and more later.

We also have MY FAVORITE, Mrs. Klager's own favorite origination, pictured in the FLOWER GROWER article. No stock of this will be available for quite a while, however; we've had it under observation only a short time.



Yes, according to statistics in HOUSE BEAUTIFUL, Sept. '48 issue. Between 1940 and 1948:

LUMBER went up.....200%
PAINT went up.....100%
LABOR went up.....100%
HEATING UNITS went up.. 90%
SHRUBS went up.... Only 45%

For your information, we add:

OUR LILACS went up
not quite 20%

In the face of increased labor and equipment costs we've kept our prices down by:

Increased production
Improved techniques and labor-saving devices
Refusal to yield to inflationary pressures

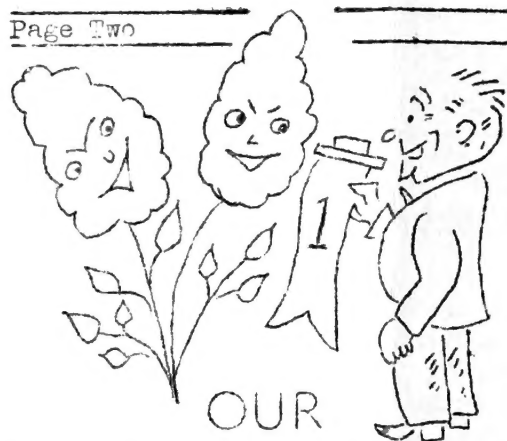
A NEW SPRAY

DN DRY MIX, used at the rate of 1 oz. to 1 gal. of water, while lilacs are still dormant in the spring, and when temperatures are above freezing, will control oyster-shell scale, according to Mich. State College of Agriculture. Tried out in our nursery for the past two years, it has produced excellent results and caused no injury whatsoever. No odor, no muss, no fuss; just mix with water. Be sure, however, that it's DN DRY MIX made by Dow Chemical Co., Midland, Mich.-- nothing else! Something else could be fatal -- DN compounds aren't to be fooled with!

NEW BOOKLET ON LATE LILACS:

The bulletin, ARNOLDIA, July 23, '48 issue, classifies and rates the best of the late-blooming lilacs on the basis of color, size of bloom, etc. It's by far the most complete analysis yet published on these late types. You can obtain it from the Arnold Arboretum, Jamaica Plain 30, Massachusetts, for 25¢.





"BLUE RIBBON" SPECIALS

PLANTS ESPECIALLY SELECTED AND RESERVED

Big, beautiful, bushy Specimens!
Extra well branched and symmetrical
For Connoisseurs

For special landscape effects

BELLE DE NANCY	MME. A. BUCHNER
4'.....\$4.50	4-5'...\$6.00
BLEUATRE	MONGE
4-4½'...\$5.00	3-3½' \$4.50
ELLEN WILLMOTT	PYRAMIDAL
3'.....\$4.50	4'.....\$4.50
JAN VAN TOL	WM. ROBINSON
3½-4'...\$6.50	4-5'...\$5.00
SYRINGA POTANINI	
5'.....\$6.50	

Supplies of this specimen stock are very limited. Name a second choice, if possible. Remember, we NEVER substitute without your consent!

Top-rated varieties not listed in our catalog; available stock very limited:

VICTOR LEMOINE (Profuse bloomer; rich lavender double) 12-18" @ \$1.65; 18-24" @ \$1.95; 2½-3' @ \$2.75; 3-4' @ \$3.25
MONT BLANC (Rare; late; gorgeous single white) 18-24" @ \$4.00; 2-2½' @ \$4.50

SPECIAL COLLECTIONS

Offers Based on Small Temporary Surplus
They Last Only as Long as Surplus Lasts
Finest Quality Own-Root

No Culls,
Seconds,
or Left-
Overs

WE HAD TO
USE MAGIC
TO GET
THESE
SPECIAL
OFFERS
FOR YOU!



COLLECTION ONE: Sturdy 18-24" Plants:

CONGO (Red-purple single)
LUCIE BALTET (Lilac-pink single)
MME. C. PERIER (White double)
LUTECE (Late-blooming purple single)
One each of any 3 varieties...\$3.95
All 4 varieties...\$4.49

COLLECTION TWO: Strong 2-2½-3' Plants:

CONGO (Red-purple single)
LUCIE BALTET (Lilac-pink single)
ALPHONSE LAVALLEE (Lilac-blue double)
CHARLES X (Mauve-red single)
CHARLES JOLY (Red-purple double)
DOUBLE WHITE (One of the double white lilacs in our catalog; our choice)
One each of any 3 varieties...\$4.95
" " " " 4 varieties...\$5.95
" " " " 5 varieties...\$6.79
All 6 varieties...\$7.59

OFFER THREE: Late Blooming Special:

JAPANESE TREE LILAC (Small tree; very late; big clusters of white flowers)
LATE HYBRID (Our choice of either
Lutece, purple single, or Sargent's
Lilac, reddish purple single)

These 2 plants, 1½-2½' size.....\$1.79
These 2 plants, 3-4' size.....\$2.95

PARCEL POST SHIPMENTS: Most orders for 12-18" or 18-24" plants are mailable; also orders calling for not more than two 2-2½' plants. **BE SURE TO SEND ENOUGH EXTRA MONEY WITH YOUR ORDER TO COVER POSTAGE.** We refund any postage not used. The following will cover costs in most cases:

(All packages are fully insured)	East of Miss. River: 1st. plant, 50¢; addtnl. plants, 10¢ each
	Miss. to Rockies: " " 60¢; addtnl. plants, 10¢ each
	West Coast: " " 80¢; addtnl. plants, 15¢ each